

Message Text

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ACTION EUR-12

INFO OCT-01 ISO-00 EB-07 /020 W
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R 160820Z MAY 75
FM AMEMBASSY STOCKHOLM
TO USDOC WASHDC
INFO SECSTATE WASHDC 4696
AMEMBASSY COPENHAGEN
/AMEMBASSY HELSINKI 1079
AMEMBASSY OSLO

UNCLAS STOCKHOLM 2409

FOR BIC/OIM:CMM:AJCAYA

E.O. 11652: N/A

TAGS: BGEN, SW

SUBJECT: COMMERCIAL PROGRAM: COMMERCE ANTI-RECESSION EXPORT
CAMPAIGN

REF: A-2778

1. REPAIR RECEIVED BY THIS POST ON MAY 13. OUR COUNTRY
COMMERCIAL PROGRAM (CCP) FOR FY 1976 WAS COMPLETED ON BASIS
OF POST-WIDE REVIEW WITH CMM CAYA AND FORWARDED UNDER COVER
OF STOCKHOLM A-128, MAY 2, 1975.

2. WE ARE FOCUSING ON THE LIST OF RECESSION HIT INDUSTRIES
RECEIVED UNDER REPAIR AND SHALL REPORT FURTHER ON A PRIORITY
BASIS. FOR A STARTER, FOR CAPITAL GOODS INDUSTRIES, ONE
NEW TECHNIQUE DEVELOPED HERE ON BASIS OF REVIEW MAY 12 AND
13 WITH COPENHAGEN'S NEWLY ARRIVED COMMERCIAL ATTACHE
ED RANKIN. RANKIN WILL SEND COPIES TO THIS TRADE CENTER
ALL CORRESPONDENCE RECEIVED BY HIS OFFICE FROM US
EXPORTERS SEEKING TO PENETRATE THE DANISH MARKET AND
PARTICULARLY FOR AGENCY AND REP-FIND SERVICES. WE SHALL
RELATE THESE TO OUR TIRS AND STC EXHIBITION THEMES
(WITHIN RELEVANT SIC RANGES) AND REPORT PROMPTLY ON
PROCUREMENT LEADS FROM THESE TO OUR OIM-CMM WHO MAY THEN
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SEND PLANS PACKAGES PROMTLY TO US FIRMS. BIC/OED MAY ALSO

USE THESE FOR ADS SALES THROUGH THE OFS DISTRICT OFFICES.

3. OUR MARKET POTENTIAL FOR AMERICAN CONSUMER GOODS CONTAINED IN STOCKHOLM A-117 OF APRIL 22, 1975 REMAINS CURRENT. NEVERTHELESS, WE SHALL CONTINUE TO MONITOR OUR CURRENT IN-STORE PROMOTION PROGRAM AT STOCKHOLM'S NK AND REPORT FURTHER ON MOST SALEABLE ITEMS; IN ADDITION, WE SHALL CONTINUE OUR FOLLOW-UP ON THE ADS SERVICE TO ASSIST US CONSUMER GOODS EXPORTERS.

4. OUR TOP PROGRAM IS NOW LARGELY FOCUSED ON TIRS IN OUR CAMPAIGNS. WE SHALL CONTINUE ALSO TO FOCUS ON THE DEVELOPMENT OF AGENCY TOPS FROM OUR STC EXHIBITIONS PROGRAMS AND SHALL MONITOR AND REPORT ON THIS AS PROMPTLY AS POSSIBLE.

5. THE EVENTS SCHEDULED AT THE STC OVER THE NEXT FISCAL YEAR INCLUDES EXHIBITIONS ON THE FOLLOWING RECESSION-HIT INDUSTRY THEMES:

SEPTEMBER - ELECTRONIC COMPONENTS
OCTOBER - AVIONICS AND GROUND SUPPORT
NOVEMBER - FOOD PROCESSING AND PACKAGING
FEBRUARY - ANALYTICAL INSTRUMENTS
MARCH - PRINTING AND GRAPHIC ARTS
JUNE - ENERGY SYSTEMS

6. A CONCERTED EFFORT-WILL BE UNDERTAKEN BY STC TO RECRUIT BETWEEN-SHO-PROMOTIONS BY LOCAL REPRESENTATIVES OF THE IDENTIFIED RECESSION HIT INDUSTRIES.

7. AS A MEANS OF FURTHER STIMULATING EXPORTS BY THESE RECESSION-HIT INDUSTRIES, CAN THE PROPOSED FEES FOR USE OF TRADE CENTER FACILITIES FOR BETWEEN SHOW PROMOTIONS FOR LOCAL AGENT PROMOTIONAL ACTIVITIES BE WAIVED?
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